

# DIGITAL SIGNAGE IN BANKING

*A customer-centric approach to digital signage using the Omnivex platform.*







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**ANY CONTENT,  
ANY SCREEN,  
ANY TIME.**

*That's the power of Omnivex.*

# **ONE PLATFORM, ENDLESS APPLICATIONS.**

***Enhance customer and employee  
experience with solutions created on the  
Omnivex platform.***

What applications can you create with Omnivex software to enhance customer and employee experience while helping your bank run smoothly?

Real-time information is integral to success in banking, from the trading floor to branches to corporate offices. With the popularity of online banking, banks must create a compelling customer experience in their branches to keep people coming.

Digital signage helps create an engaging and immersive branch experience. Use a variety of digital screens, interactive kiosks, and video walls to keep customers and employees updated about products and services, financial market data and news, interest rate changes, and more. In addition, enable branches to customize content and highlight products or services specific to or popular in their location.



# EXTERIOR SIGNAGE

## Draw new and existing customers into the branch!

Leverage exterior digital signage to greet customers and employees with relevant and timely information. Ensure all the information they need for their visit, branch hours, wait times, and more, is handy and visible. Integrate wayfinding information into exterior digital signage and highlight the location of popular areas such as ATMs and visitor and employee parking.

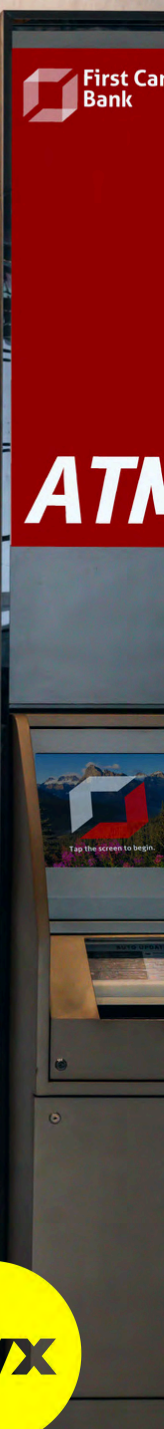
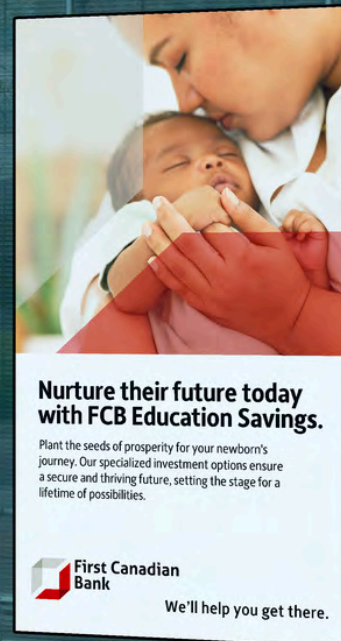
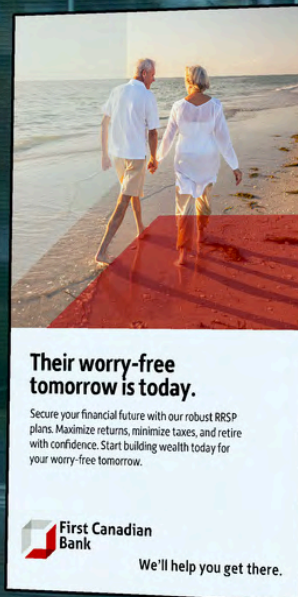
Use a variety of exterior screens, from small ones by ATMs to larger screens, digital billboards, or video walls on the branch building. Share real-time information on interest rates, stock prices, and product or service offerings such as loans, mortgages, credit cards, and savings accounts with people passing by.

### Digital Billboards

Digital billboards will draw customers from afar with high-resolution images and video highlighting your bank brand.

### ATM Screens

Leverage small screens by your ATMs to highlight product and service offerings while customers are doing their banking.







### Video Wall

Projection, LED, and LCD screen options are all excellent options for a video wall. A unique shape or design can add an extra "WOW" factor to your screen content.



# WELCOME SCREENS

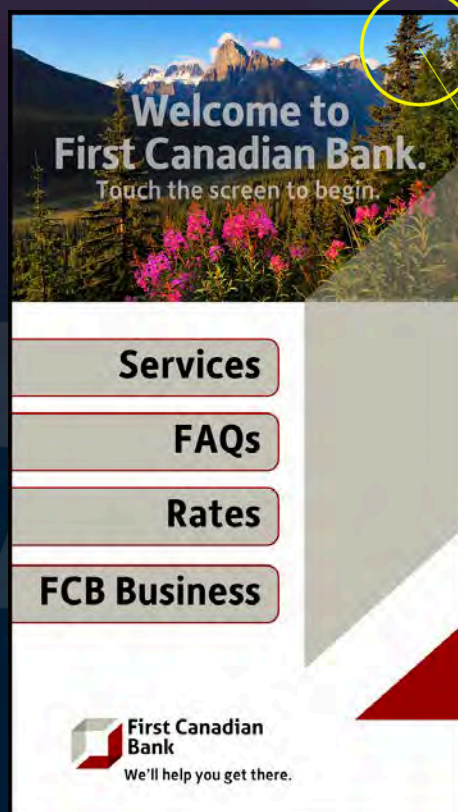
## Welcome customers and employees!

Welcome screens help greet customers and employees with relevant and timely information. Ensure all the information they need for their visit is handy and visible. Use digital signage in your lobby to create a lasting first impression and a welcoming environment that reflects your corporate values and brand. Leverage a variety of screens, from interactive kiosks to video walls to transparent screens, to create an engaging and immersive experience.

### Video wall

Create a "WOW" as customers and employees walk through your bank lobby with a video wall. Whether small or large, a

video wall provides a unique opportunity to incorporate 4K video and imagery to tell your brand story and engage viewers. There are projection, LED, and LCD options when creating your video wall. Consider unique shapes and designs for your video wall beyond the standard rectangle, such as curved, angled, and more. Finally, digital signage software can help you manage the content on your video wall along with lighting, blinds, and more in your reception area. Integrating all of this will allow you to create an immersive experience.



### Interactive Kiosk

An interactive kiosk or touch screen in your lobby allows customers to quickly and easily check in, book an appointment, and find directions to where they need to go in your facility.

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# INTERACTIVE KIOSKS

**Enable customers to self-serve.**

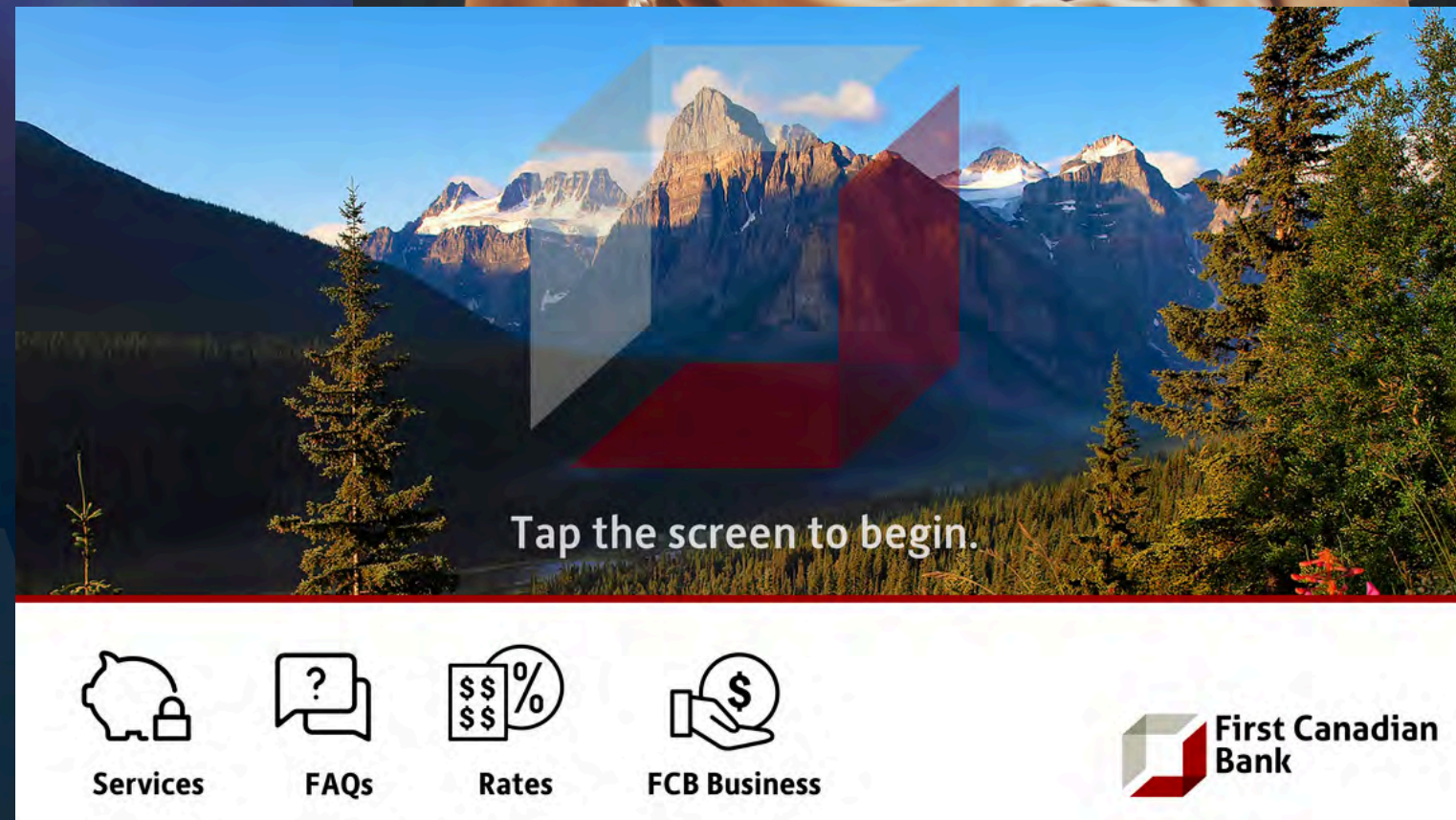
Enable customers to self-serve with interactive touch screens. Strategically located touch screens enable customers to search for product and service information, book appointments, and more without an employee helping. Cross-sell and upsell other products or services while customers search for information.

Customers can use interactive touch screens for wayfinding information in larger branches or bank buildings. Tie the kiosk into backend systems, such as maintenance, to ensure wayfinding information reflects the current state of your facility. Make information portable by integrating QR codes to push to mobile phones.

When not used, leverage kiosks to play ads promoting your bank's products and services.

**Book Appointments**

*Enable customers to quickly and easily book appointments with financial advisors and more on a self-serve kiosk.*



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# ADVERTISING

## Advertise products and services across multiple locations.

Use digital signage at the entrance to promote new banking products or services and draw customers into your bank. Additionally, highlight current promotions and customer testimonials.

### Upsell Products & Services

Use digital screens throughout your bank to promote products or services, such as new credit cards, bank accounts, or mutual funds. Leverage self serve kiosks to enable customers to book service appointments, research product offerings, and sign up for new services.

### Target by Location

Customize content by branch or geographic location to ensure the information, news, and product or service offerings are relevant to the audience while maintaining corporate branding. Leverage metadata to target content to the right screen, at the right branch, at the right time.





### Introducing a better way to borrow.

With hassle-free applications, lightning-fast approval, and flexible repayment options, achieving your goals has never been easier. Say goodbye to stress and hello to a brighter future.

Experience the future of borrowing with us today!

### Empowering Farmers, Every Step of the Way.

We understand your unique financial needs. With specialized loans, tailored advice, and dedicated support, we're here to help you grow. From expanding operations to investing in equipment, you can trust us to nurture your success.

We'll help you get there.



### Own a piece of the city with an FCB mortgage.

Unlock your urban dream with our exclusive condo-buyer mortgage opportunities. Seamlessly tailored for big city living, achieve homeownership easily with competitive rates and flexible terms.

We'll help you get there.



### Targeted Ad Delivery

Use your digital signage to reinforce your corporate branding and messaging.





# WAIT TIMES

**Reduce the stress associated with waiting.**

No one likes waiting, but it is a reality. Banks can be busy at peak times and waits can be long. Digital signage provides a way to share real-time updates on wait times. Localize wait times to screens in a specific area or department.

## Reduced Perceived Wait Times

Make waiting less cumbersome by keeping people informed and entertained with digital signage. Share important bank information, financial news, new product or service offerings, and general news and weather.

## Mobile Phone Access

Leverage QR codes to allow customers to view wait times from their mobile phones. Mobile access to wait time information will enable customers to move freely throughout the branch and reduce congestion in popular areas.

## Highlight Wait Times

Leverage digital signage in the branch to keep people informed about wait times.



**Welcome to  
First Canadian.**

Your dreams, our support.

Estimated wait  
time:

**3 - 6**

minutes





# MEETING ROOMS

## Manage room scheduling with digital signage.

Use digital signage to manage room scheduling for offices and meeting spaces in your branch. Integrate digital signage with calendars and other scheduling systems to ensure screens update in real-time as information changes. Incorporate design elements such as colored backgrounds to let viewers easily distinguish if a room is free or occupied.

### Hoteling

Suppose you have employees frequently visiting bank branches. In that case, digital signage is a quick and easy way to share the availability of desks and workspaces. Use interactive touch screens to allow individuals to self-serve and book desks or meeting rooms themselves.

### Room Controls

Integrate screens outside your meeting rooms or the room with controls such as lighting and blinds. Create modes such as presentation, low light, and more to configure lighting and blind conditions quickly. Additionally, use IoT sensors to identify if anyone is in the room and turn off lights if empty.

### Automate Updates

Integrate meeting room screens with various data sources to ensure they reflect the current state.



### Use Screen Design to Convey Information

Eliminate whiteboards, paper reports, and more with real-time information on digital screens in your restaurants and corporate offices.







## Celebrations

Highlight employee and organizational achievements on your digital screens. Welcome new employees, introduce new products, share customer accolades, and more.

# EMPLOYEE COMMUNICATIONS

**Make the information your employees need available - digitally.**

Information is the fuel that powers organizations. Traditional channels like paper memos, emails, and company newsletters are long gone and often harm employee engagement. Instead, digital communications on digital signage, tablets, mobile phones, and more provide employees with relevant real-time information and empower them to make faster and better business decisions.

## Scheduling Screens

Eliminate whiteboards and paper schedules with a digital schedule screen. Share staff or room schedules and integrate with other internal systems such as calendars, maintenance, and more to ensure the information reflects the current state.

## Recognition

Employees want to feel valued. They want their work to be appreciated. Employee recognition is a terrific way to use digital signage. Whether by division, department, or individual, digital signage can highlight recent success and achievements.

Additionally, content could include customer accolades or other praise from the bank's social media networks.

## News and Announcements

Share news, announcements, policy updates, HR information, and more on digital screens in employee areas of the bank branch. Consider customizing content such as KPIs by branch. Additionally, provide real-time weather, transit, and traffic updates to help employees plan their trip home.

## Corporate Branding

Use your digital signage to reinforce your corporate branding and messaging.

A digital signage display for First Canadian Bank. The left side features a photo of a woman and a man in business attire working together at a computer. The right side has a white background with black text. The top text reads "New System Training". Below this, it says "When: Saturday, August 15 1:00 - 4:00 pm". Further down, it states "Training will begin one-hour after the bank closes." and "Attendance is mandatory." The bottom left shows the First Canadian Bank logo. The bottom right displays "10:13 am" and "Thursday, August 12". A yellow circle highlights the date and time information.

**New System Training**

**When:** Saturday, August 15  
1:00 - 4:00 pm

Training will begin  
one-hour after the  
bank closes.

Attendance is  
mandatory.

**10:13 am**  
Thursday, August 12

First Canadian Bank

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# SAFETY APPLICATIONS

**Safety and security is essential. Digital signage is a great tool for sharing critical real-time information.**

## Public Safety

Digital signage provides an ideal platform for broadcasting public safety announcements and alerts to a broader audience. You can collaborate with local authorities or emergency services to disseminate vital information during natural disasters, public health emergencies, or community-wide security concerns on screens at city facilities or through a broader network.

## Visual Emergency Notifications

Audio alarms are still necessary, but integrating digital signage with your audio alarms allows you to share crucial supplemental information. Highlight which exit to use, the status of an emergency situation, and provide visual direction and cues.

## Access Control

Digital signage can be crucial in access control and visitor management systems, improving facility security protocols. Integrating digital displays with access control systems lets you display information about authorized personnel, visitor registration procedures, and access restrictions. This helps enforce security measures and ensures that individuals know the necessary protocols to gain entry to specific areas.

## Provide Information & Instructions

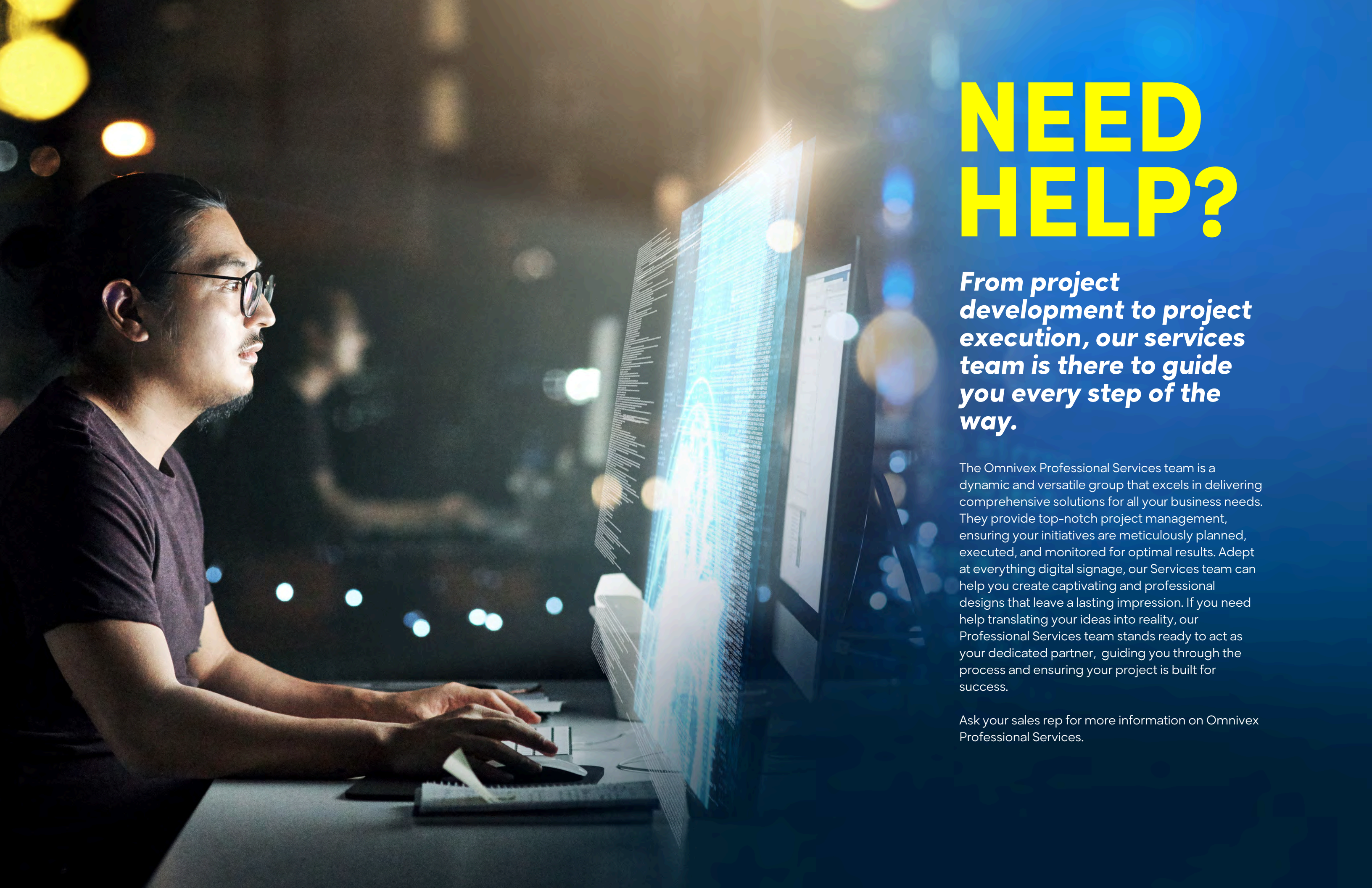
Emergency screens can provide simple instructions and directions on the route to safety.

## Tailor Emergency Messages by Location

Customize emergency screens by location in facility, providing location-specific directions.







# NEED HELP?

***From project development to project execution, our services team is there to guide you every step of the way.***

The Omnivex Professional Services team is a dynamic and versatile group that excels in delivering comprehensive solutions for all your business needs. They provide top-notch project management, ensuring your initiatives are meticulously planned, executed, and monitored for optimal results. Adept at everything digital signage, our Services team can help you create captivating and professional designs that leave a lasting impression. If you need help translating your ideas into reality, our Professional Services team stands ready to act as your dedicated partner, guiding you through the process and ensuring your project is built for success.

Ask your sales rep for more information on Omnivex Professional Services.





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